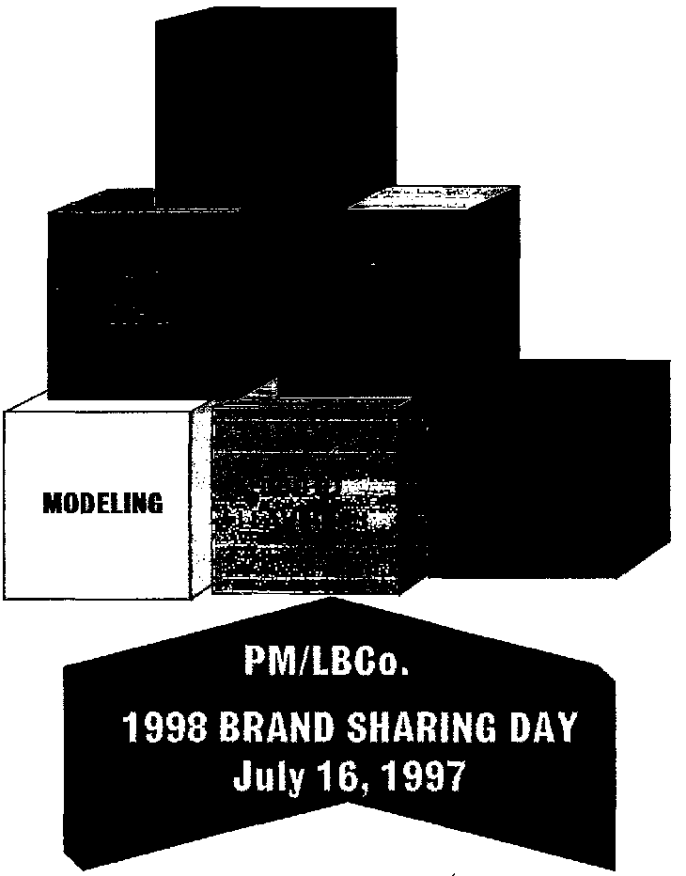

August 25, 1997

c/o Sonya Rush

TO: SLIMS BRAND TEAM

BRAND SHARING DAY BINDER

At last, all the good things reviewed at the PM/LBCo. Direct Sharing Day are available at your finger tips.

Everything from the Best Creative Ideas to Competitive Tracking, Modeling and Merlin! And of course, all the insightful direct learnings that already seemed to be at work in your 1998 planning -- defining effective contact management strategies, audience segmentation, name generation and more!

Once again, we appreciate your participation and certainly hope that the day was helpful in facilitating your 1998 planning efforts.

Regards,

Deb Holstein, Dean Sharp, Jimmy Vander Putten

2071415615

Source: https://www.industrydocuments.ucsf.edu/docs/ltlm0004